



MEDIA RELEASE

Link Digital Solutions announces partnership with Ignition Wealth

Super advice tools to be available on Link's online member portals

30 June 2016: Link Group's digital and mobile solutions provider Link Digital Solutions today announced an integration with digital advice tool partner Ignition Wealth.

This partnership will provide superannuation fund members with seamless access to advice tools, such as super and insurance cover calculators, directly through Link's online member portals. Online advice tools are increasingly being used by superannuation funds as another way to encourage member engagement in the battle for member retention.

Link Digital Solutions is part of Link Group's Information, Digital and Data Solutions (IDDS) division, offering digital platforms and apps for Link's client base of superannuation funds and listed corporates.

Today's announcement, which follows on from the recently announced partnership with DocuSign, is part of Link Digital Solutions strategy to engage with a number of specialist partners to better service Link's growing client base and support member acquisition, engagement and retention.

IDDS CEO Paul Gardiner said, "We actively seek to integrate with specialist partners in order to provide our super fund clients with greater choice and functionality, to help them better engage with their members.

"This partnership with Ignition Wealth will allow us to pre-populate superannuation advice tools such as personal projections and simulations, and make them readily available within our clients' online member portals. Ultimately, this will assist funds as they support their members in the journey from accumulation to retirement," Mr Gardiner continued.

Ignition Wealth's Chief Executive Mark Fordree stated, "The integration of Link Group's administration technology with Ignition Wealth's online digital advice provides a consumer first solution, as the ability to automatically pre-fill tools and calculators with real member data will increase accuracy and decrease time, driving greater member engagement."

Mr Fordree added, "We are really excited to work with Link Group, an innovative technology partner to provide an excellent user experience and assist members as they work to grow their wealth."

The partnership between Link Group and Ignition Wealth has already resulted in the creation of an initial proof of concept to seamlessly integrate Link's member online portal for superannuation funds with Ignition Wealth's digital advice platform.

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About Link Group (ASX: LNK)

Link Administration Holdings (Link Group) administers financial ownership data and drives user engagement through technology. Underpinned by our investment in technology, people and processes, we deliver comprehensive data and information solutions for companies, large asset owners and trustees across the globe. We are a market-leading provider of technology-enabled administration solutions, continually developing our offerings to expand with our clients' needs.

Our core business, which consists of fund administration and securities registration, is complemented by our expertise in digital solutions and data analytics. Our clients represent all industries and include some of Australia's largest superannuation funds and the world's largest corporations.

For more information, please visit: www.linkgroup.com